



Springtime at Red Butte Garden, Salt Lake City

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Thank you to Governor Huntsman and the Legislature for the continued funding for tourism promotion for the upcoming year! We will have \$11 million dollars to promote the state and provide additional funding for the Utah Sports Commission and Cooperative Marketing Program.

As I write this, a beautiful, warm spring day is unfolding outside my office window. Another reason we live in Utah . . . and it's "Life Elevated".

It's been busy at the UOT since the Legislature adjourned. FAM tours, media

When Utah's advertising industry gathered on March 10th at the 2007 ADDY awards ceremony, the Utah Film Commission received four ADDYs – including Best of Show – and the Utah Office of Tourism walked away with five ADDY awards for advertisements promoting visitation to the state.

The Film Commission's ADDYs were all for commercial spots in the advertising for the arts and science category and represented commercials produced as

In the 20 years the publishers of Madden Pre-Print Inserts have been in business they have never had a larger first time insert than the 20-page Utah publication to be placed in Sunday newspapers on April 29. Papers in the targeted markets of Los Angeles, San Jose, San Francisco, Las Vegas and Denver will include 1.1 million Utah inserts with information on destinations and businesses across the state.

In December of 2006, the Utah Office of Tourism – through the Cooperative Marketing Program – provided \$250,000 to

tours, international trade shows, planning retreats, scenic byway grant preparation and filming in St. George are just a few of the activities keeping UOT and our tourism partners busy.

The \$3 million dollars restored to us in this year's budget by the Legislature allowed us to start our spring/summer ad campaign in cable and network markets across the country on March 19th. Since our ad campaign started we are: UP 473% over last month and 222% ABOVE the same month last year in PHONE CALLS! Travel

part of the commission's annual Spot-On Commercial Contest, where entries promote the film industry in Utah.

The *Letterboxers* campaign, which received the Best in Show Award, also received a Gold ADDY. It included three 30-second spots created by Jedediah Cowley, Colin Barrett, Katie Barrett, Paul Tuft, Melissa Brady and Ryan Cannon. The Utah Film Commission also received Gold and Silver ADDYs for two campaigns produced by Walkabout Workshop

reimburse qualified entities for half the cost of placing a full page, half page, quarter page or eighth page advertisement in a Utah-themed Madden insert. The program was available to qualified Utah entities on a first come, first served basis. It was sold out by the end of February.

Madden Pre-Print publications have been used as marketing tools by many of our surrounding states. They are full color *Parade Magazine*-type newspaper inserts of generally 8 to 12 pages. However, the tremendous interest in this marketing

Guide requests are UP 98% over last month and 225% UP over last year! And our tourism partners around the state are reporting increased calls and web hits as well! Kudos to the Board Marketing Committee, Struck Creative and the Utah Office of Tourism Board and staff for putting Utah so prominently in media across the country!

Again, have a great spring and thanks for working with us!

Leigh von der Esch

### Managing Director's Message

### UOT And Film Commission Win Ad Awards

proprietors Damon and Eric Ristau. To view the winning commercials go to [http://film.utah.gov/out\\_takes/Spotlight-1.html](http://film.utah.gov/out_takes/Spotlight-1.html).

The Utah Office of Tourism won five Silver ADDYs in the print advertising and television campaign categories for the 2006 summer and winter campaigns which introduced the "Life Elevated" brand.

The ADDY awards are a program of the Utah Advertising Federation. Winners were selected from more than 600 entries.

### National Newspapers Showcase Utah: Madden Pre-Print

opportunity "grew" Utah's insert into what will certainly be an attention grabbing feature.

In addition to their individual advertisements, the Madden Program also includes a reader response call to action for each advertiser and inclusion on Madden's website, [www.vacationfun.com](http://www.vacationfun.com). The insert will also include a full color cover and three pages of advertising and advertorial copy purchased by the Utah Office of Tourism in order to lower advertising rates for participating entities.



## UK Magazine Features Utah



"What do Brigham Young, Donny Osmond, John Wayne, John Ford, Robert Redford and Sir Malcolm Campbell all have in common? Quick as a flash, the answer is Utah, one of the American West's most unusual states."

This catchy Q&A was the lead on an article published in the Winter 2007 issue of *Essentially America*, the United Kingdom's leading consumer magazine dedicated to travel and lifestyle in the USA. The

publication, with a circulation of 50,000, is sold via subscription and on newsstands throughout the United Kingdom.

Utah was the issue's featured state. A colorfully written and illustrated article

highlighted Utah's pioneer heritage and numerous visitor attractions such as Great Salt Lake, Bonneville Salt Flats, Monument Valley Navajo Tribal Park, Lake Powell and our state and national parks and monuments.

## ITB Berlin Trumpets the Travel Industry



Utah booth at ITB, Berlin

Celebrating its 41st anniversary, ITB Berlin, held March 7 – 11, truly established itself as the world's largest travel exhibition this year with some 11,000 exhibiting companies from 180 countries and territories. It's estimated 94,553 travel trade professionals and 68,270 members of the general public visited the show this year.

The exhibition area and supporting events represented the entire product spectrum of the tourism industry including destinations, airlines, hotels, rental cars and travel services. North American enjoyed its largest ITB participation since 2001. And, for the first time the USA exhibited under the new Discover America banner.

The Utah Office of Tourism joined its Four Corner partners, Arizona, Colorado and New Mexico in a colorful, and Life Elevating booth design. Utah participants included Mike Deaver and Patti Denny, Utah Office of Tourism; Marian Eason, Sunparks; Charlie DeLorme, Utah's Canyon Country; Stephanie Pace, Salt Lake CVB and Kevin Malone, Ski Utah. Sebastian Stauder and Kathrin Berns of Get It Across Marketing, Utah's in-market representative company for German-speaking Europe, assisted with trade/media appointments and with the general public visitors.

## Japanese Market Solo Sales Mission



Osamu Hoshino (center) meets with Tokyo-based tour company representatives

From February 19th through March 2nd, Osamu Hoshino, UOT's contracted representative for the Japanese Market, and Takako Nambu, a new addition to Hoshino's operations in Japan, traveled to the four major cities of Tokyo, Nagoya, Osaka and Fukuoka and made a total of 21 seminar presentations. These presentations comprised an annual solo sales mission where Hoshino and his Tokyo staff visited each major tour company in Japan and conducted "tailor made" seminars on traveling in the state. Twenty-one different PowerPoint presentations were created because the participants in each seminar all had different requests and interests.

During this year's Solo Sales Mission, Hoshino and his staff were able to reach and educate 253 Japanese travel professionals and 55 general consumers, for a total of 308 people. All seminar participants receive copies of a specialized PowerPoint presentation on the state, which they are advised to modify in order to meet their needs. If they request photographs for their brochures and other promotional efforts, high resolution images are provided for their use.

"This process is very time consuming, but we believe that there is no short cut in educating the Japanese travel professionals," says Hoshino.

## Cooperative Marketing Funds Increase 'Les Miserables' Ticket Sales



The Utah Office of Tourism – through its Cooperative Marketing Program – is pleased to have helped fund out of state advertising which has contributed to the extended run of *Les Miserables* at Salt Lake City's Pioneer Theatre Company (PTC). The production is currently slated to begin in late April and continue through mid-June.

PTC is the first regional theater in the country to stage this internationally popular musical. Last September, in order to capitalize on this exclusive opportunity, PTC applied for and received \$35,000 in matching funds from UOT's cooperative marketing program to place out-of-state advertising for the production in Idaho cities - Boise, Idaho Falls and Twin Falls - as well as in Las Vegas.

With the co-op funds and \$35,000 of its own money, PTC conducted three-week newspaper and radio campaigns in those communities.

Though the Las Vegas campaign was only moderately successful, results from Idaho were beyond PTC's most aggressive projections.

Pioneer Theatre Company is now preparing to tap the Idaho market again with additional help the UOT. A \$7,500 grant from Special Opportunity Cooperative Funds was approved on March 27 by the Utah Board of Tourism Development. This money, matched by PTC, will fund a second round of newspaper and radio ads in Idaho's largest cities.

"The board is interested in showing not only what you can see in Utah but also what you can do. Arts and culture play a big part of that," said Leigh von der Esch, managing director of the Utah Office of Tourism.

*Excerpted from a Salt Lake Tribune article by Mike Gorrell*

## UOT Addresses Business at the Governor's Utah Economic Summit



UOT Breakout Session: (L to R) Leigh von der Esch, Colin Fryer, Bob Syrett, Scott Beck and Barbara Zimonja

Governor Jon M. Huntsman, Jr. and the Governor's Office of Economic Development welcomed Utah's business and entrepreneurial community to the administration's inaugural Economic Summit in Salt Lake City on March 22. The Summit's specific purpose was to expand the vision of the state's businesses and help them achieve their goals by providing the information and tools

needed to succeed in the global marketplace.

The Utah Office of Tourism, Board of Travel Development, and Struck Creative participated by organizing and presenting four break-out sessions on topics related to business promotion ranging from branding and on-line marketing to customer service, public relations in the 21st century and "Life Elevated."



The Utah Senate recently confirmed the gubernatorial appointments of Salt Lake County Mayor Peter Corroon and Pam Hilton, marketing director of the Dixie Center and St. George Area Convention and Visitors Bureau as new members of the Utah Board of Tourism Development. Mayor Corroon fills the unexpired term of former Weber County Commissioner Camille Cain who decided not to seek re-election. Hilton replaces Mona Given who recently retired from the Huntsman World Senior Games in St. George.

"Economic development through conventions and tourism is very important to Salt Lake County," said Mayor Peter Corroon. "I believe our efforts at the

county level are an essential part of Utah's tourism and weave together very nicely with the Utah Office of Tourism. That is why I am honored to be appointed to the Board of Tourism Development."

"I am proud to represent the growing tourism industry in southern Utah, as the gateway to our spectacular national parks, great golf and other world-class destinations," said new board member Pam Hilton. "I am excited to play a role in the state's new 'Life Elevated' branding efforts launched last year to increase tourism spending."

The state's 13-member tourism board is comprised of representatives of Utah's tourism industry from across the state.

BOARD MTGS

May 16	Price Tourism Conf.
June 1	Moab
July	No meeting scheduled
August 10	Salt Lake City
September 14	Bear Lake
October 12	Panguitch
November 9	Salt Lake City
December 14	Salt Lake City

Plan on Price! – The 2007 Utah Tourism Conference

It's almost time to pack your bags and join other members of Utah's tourism community at the 4th Annual Utah Tourism Conference to learn about the latest industry trends. The conference, sponsored by the Utah Office of Tourism and the Utah Tourism Industry Coalition (UTIC), will be May 16-18 on the College of Eastern Utah campus in Price.

"We have a full agenda with workshops and general sessions on topics ranging from research, Internet marketing, and sports to 'foodie tourism,' which focuses on people who plan their trips based on finding new culinary delights," says Leigh von der Esch, managing director of the Utah Office of Tourism. "This is a great opportunity for tourism partners from all over the state to gather together to share best practices."

On Wednesday, May 16, a session will be held on promoting Utah's Scenic Byways; tourism offices from around the state are encouraged to attend a working session to share their marketing plans; the Utah Board of Tourism Development will hold its monthly meeting on the Price campus and the Castle Country Travel Region will host an evening reception.

Thursday's opening session will feature Denise Miller, vice-president of Strategic Marketing and Research, Inc., who will present the results of the latest Utah advertising effectiveness survey. A legislative update will be provided during lunch.

Friday's agenda will include a discussion on Utah's international tourism markets with the state's representatives in Germany, Japan and the United

Kingdom. Governor Jon M. Huntsman, Jr. will offer remarks on Utah's tourism industry. The Utah Tourism Hall of Fame awards and the 2nd Annual Utah Tourism Advertising and Marketing Contest awards will be presented during the closing luncheon. For conference information and registration, visit [www.utahtourism.org](http://www.utahtourism.org) or call (435) 425-3997. Individual registration is \$125. Two or more representatives from the same company can register for \$75 per person. The entry form for the Advertising and Marketing Contest can be found online at [www.travelutah.gov](http://www.travelutah.gov) or contact Rebecca Katz at the Utah Office of Tourism at (801) 538-1479 or [rkatz@utah.gov](mailto:rkatz@utah.gov).

*\*The advertising contest entry deadline has been extended to April 20!*

Staff Changes At The Film Commission

Marshall Moore has been named acting director of the Utah Film Commission following the departure of Aaron Syrett, who will serve as the new director of the North Carolina State Film Office. Moore has been working as a producer services executive with the Utah Film Commission for the past several years.

"Aaron has done a great job on behalf of the motion picture industry and the state of Utah, and we wish him the best," said Leigh von der Esch, managing director of the Utah Office of Tourism which includes the Utah Film Commission. "The office is under good leadership with Marshall!"

Moore is a former location department supervisor for

the television series "Touched By An Angel" that was filmed in Utah. He also worked as a local manager and assistant director on numerous feature films, television movies, music videos and commercials in California and Utah. His involvement with the entertainment industry began at the age of four when he appeared in commercials for Crest Toothpaste and Hi-C. In the early 1980s, Moore was also a regular on the soap opera "General Hospital."

Tammy Villa has replaced Barbara Bloedorn as the Film Commission's administrative assistant. Bloedorn was promoted to administrative assistant for Leigh von der Esch, managing director of the Office of Tourism.



ON LOCATION: Aaron Syrett (left), outgoing director of the Utah Film Commission, and Marshall Moore, acting director

OUT AND ABOUT

4/8-13	UOT German PR Rep Visits Southeast Utah
4/10	Spanish Ski Specialist Visits Salt Lake City
4/11-19	Israeli Media Check Out Utah Arts & Parks Before Pow Wow
4/12-19	German Tour Operator Develops 2008 Ski Utah Product
4/15-17	Dutch Media Visits Utah Pre Pow Wow
4/21-5/1	Italian Press Bikes Utah
4/21-25	POW WOW International, Anaheim, CA
4/24-29	Chinese Film Crew Develops Utah Documentary
4/27	Co-op Funding Workshop, Salt Lake City, UT
5/8-15	German Tour Operators Try Utah's Wild Side - Adventure Travel FAM
5/15-18	German Rep Joins Utah Tourism Conference
5/15-18	UK Rep Joins Utah Tourism Conference
5/16-18	Utah Tourism Conference, Price, Utah
5/17	Co-op Funding Workshop, Price, UT

5/17	Japan's Nippon Travel Agency Brings General Managers to Utah
5/19-20	Sunset Magazine Tradeshow, Menlo Park, CA
5/20-23	National Scenic Byways Conference, Baltimore, MD
5/19-25	British Tour Operators Experience Utah's National Parks
May TBA	UK's Daily Telegraph Follows Butch Cassidy's Utah Trail
6/11-18	UT, AZ, NM & CO Target Brussels & Amsterdam in Benelux Sales Mission
6/17-20	Rotary International Convention, Salt Lake City, UT
6/17-20	Travel & Tourism Research Assoc. (TTRA) Int'l Convention, Las Vegas, NV
June TBA	British Press Partake in Utah Culture and Heritage Tour
June TBA	Delta of Korea Tours Southwest Utah
8/15-18	Educational Seminar for Tourism Organizations (ESTO), Phoenix, AZ
Sept. TBA	"Where America's Mtn. West meets Desert SW" Benelux Press FAM
10/22-25	TIA Marketing Outlook Forum, Charlotte, NC

Mark Your Calendar

The 9th Annual Great Salt Lake Bird Festival will take place May 17 – 22. The festival will include programs and presentations, field trips covering locations across northern Utah and hands-on workshops. For more information on participating in this one-of-a-kind event, visit [www.greatsaltlakebirdfest.com](http://www.greatsaltlakebirdfest.com) or call 801-451-3286.



Long-billed Curlew, Great Salt Lake, Keith Evans

SEE YOU THERE!  
Utah Tourism Conference  
May 16-18, 2007, Price



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## Utah Delegation Loves (Doing Business In) NY

The Utah Office of Tourism, in partnership with the Utah Travel Regions Association, talked-up Utah at the New York Times Travel Show, February 25-28. Joel Racker of Utah Valley, Shelleice Stokes of Ogden, and Joyce Kelly of St. George, along with Mike Deaver

and Clayton Scrivner of the UOT answered travel inquiries, passed out travel materials and acquired business contacts at the three-day event. Over 500 travel guides, 400 highway maps and various other Utah materials were distributed to potential visitors.

## UOT FAM Converges on San Juan County

Five members of the UOT staff learned much of what San Juan County has to offer on a three day FAM tour, March 28-30. The San Juan County Economic Development Office coordinated the event which took participants from Monticello to

Monument Valley. Tour facilitators Charlie DeLorme and Susan Taylor showed off the area's rich Native American history, archaeological sites, unique geologic aspects and extensive recreational opportunities.



Mike Deaver, UOT, and Joel Racker, Utah Valley CVB, extol the virtues of Utah at the NY Times Travel Show



UOT staff familiarization tour (San Juan) at Monument Valley: (L to R) Chad Davis, Clayton Scrivner, Liam Hesselbein, Rebecca Katz, Mimi Davis-Taylor and Anna, Navajo guide

